

Idea Management**Abstract**

5 A system, method and computer program product for idea management and development of a structured idea. The methodology includes obtaining a structured response over a computer network from an employee of a business. In certain embodiments of the invention the system and method may be employed without the use of a computer network. The structured response is

10 developed through a series of templates in which the employee enters information into a template. From the responses in the first template a second template is selected. The second template may request information regarding the financial consequences of implementing the idea. Once the structured idea is developed through the series of templates a routing decision is made by the

15 server. The server determines one or more members of the business management to whom the idea is routed based in part on information entered by the employee in the templates.